

Feb 14 1928

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXIII

NEW YORK, FEBRUARY 11, 1928

No. 6

**JOAN CONQUEST'S
NEW NOVEL**

FORBIDDEN

a powerful story of conflicting passions,
as brilliant and daring as her best seller
... success "DESERT LOVE." ...

**JOAN CONQUEST'S
SUPREME ROMANCE!**

FORBIDDEN

exotic scenes, exciting situations, a thrilling love story .. and the struggle against .. the unwritten law which thunders ..

FORBIDDEN

Jacket in colors . . . \$2.00

Macaulay "A Good Book for Every Taste" *Macaulay*

Coming February 23

The Master Work by the
Great Bridge Genius

WILBUR C. WHITEHEAD

writer, lecturer and teacher

**WHITEHEAD'S
AUCTION BRIDGE
FOR
BEGINNERS**

WHAT TO BID

HOW TO PLAY

EVERY STEP MADE CLEAR

*by one of the World's Great Players and
member of the Champion Radio Team*

SIMPLE!

THOROUGH!

SOUND!

Invaluable to Teachers, For Use in Classes. Cloth, small 12mo, \$1.00

Two Printings

have been required for every novel we have published this Spring. They are:

"The French Wife" "Stained Sails" "Miss Mayhew and Ming Yun"
"My Wife, Poor Wretch" "The Sea Panther" "Walt"

and—before publication—two printings already needed of THE GYPSY, coming Feb. 16

*We heartily recommend the promotion material of the National Association
of Book Publishers as an aid to the bookseller in increasing his business.*

443 4th Ave.

FREDERICK A. STOKES COMPANY

New York

FEBRUARY APPLETON BOOKS

GENEVIEVE
GERTRUDE

By MARIEL BRADY. A new-comer in the world of books to be hailed with banners. The incomparable Genevieve Gertrude is to be reckoned with by all who enjoy stories about children written for grown ups. Capital illustrations.
\$2.00. Appleton.

Universally acclaimed!
DISRAELI

By
ANDRÉ MAUROIS

The first printing of 75,000 of this biography exhausted before publication. Greeted with a chorus of praise not heard in years.
\$3.00. Appleton.

*Disraeli is sold in Canada by
Louis Carrier & Company, Montreal*

ELMER 'N EDWINA

By FREDERIC F. VAN DE WATER. Giggles, chuckles, and a sigh of reminiscence await the grown-up reader of this tale of small town kids. Every parent will love it.
\$2.00. Appleton.

THE TIRED CAPTAINS

By KENT CURTIS. A sincere and profoundly moving story of the war and its effect on the soul of a man of poetic genius—told with superb artistry.
\$2.00. Appleton.

POWER OF THE HILLS

By LAURIE YORK ERSKINE. The dramatic struggle for control of a huge force of latent water power forms the central theme of this vivid novel.
\$2.00. Appleton.

MODERN YOUTH
AND MARRIAGE

By HENRY NEUMANN. An intensely interesting reply to the advocates of "companionate marriage."
\$1.50. Appleton.

To be published March 2

A novel that will
sweep all before it.

HANGING JOHNNY

By MYRTLE JOHNSTON.
"Perfect."—Gerould Gould.
\$2.00. Appleton.

D. APPLETON AND COMPANY

Publishers, 35 West 32nd Street, New York

A MIRROR FOR WITCHES



A NOVEL BY
ESTHER FORBES
AUTHOR OF
THE GENTLE LADY

We announce for
April Publication

A Mirror for Witches

By ESTHER FORBES

A second novel even finer than "O Genteel Lady" which was a best seller, a favorite of critics, and a Book-of-the-Month selection.

MOST CURIOUS of themes—a mortal girl who took, as she believed, a fiend to love, daring for his sake the wrath of God and the vengeance of man.

MOST FASCINATING of backgrounds—Salem in the days when Hell fires blazed, and witches rode the air.

MOST POIGNANT of recent novels—superbly conceived, beautifully written, and of convincing reality.

MOST BEAUTIFUL of books — handsomely bound and profusely illustrated with wood cuts by Robert Gibbings.

We believe "A Mirror for Witches" is one of the most remarkable of recent novels. Selling helps include display material, imprinted order cards, a generous advertising campaign, and the striking jacket which will be reproduced in black and crimson. Price \$2.50

HOUGHTON MIFFLIN COMPANY

An Open Letter To Our Friends The Booksellers

YOU all remember that once upon a time the Creator was walking in the garden in the cool of the day and Adam and his wife hid themselves among the trees and the bushes, whereupon the Creator called upon Adam and said in effect, "Where art thou?—come out of the bushes." But Adam was afraid because he was naked.

Of course, we are merely a small voice in the garden crying to you booksellers, as might the Creator if he were at all interested, "Where art thou?—come out of the bushes."

In February of last year the Literary Guild of America made the statement that eventually the resistance of bookseller and publisher would be broken down, and that they both would cooperate with the Guild. The booksellers and practically all of the publishers, on the other hand, *at that time* claimed that as the Guild grew and that as the book industry began to understand all of its implications they would stand shoulder to shoulder in unqualified opposition to the whole Guild idea.

The first book chosen by the Literary Guild of America was "Anthony Comstock, Roundsman of the Lord," by Heywood Broun and Margaret Leech. We turned this book back to the authors relinquishing thereby our contract rights rather than deal with an agency of distribution whose appeal through

AN OPEN LETTER TO OUR FRIENDS THE BOOKSELLERS

widespread advertising rested on the thesis that the bookseller and the book publisher had been profiteering at the public's expense.

Let it be clearly understood by you, our friends, that we have no quarrel with the Literary Guild of America, but that we regard them as competitors, not as partners which is the way we look upon you to whom this letter is addressed.

Today, while the majority of the booksellers and publishers are maintaining their unqualified opposition to the Literary Guild of America, there are far too many who are still under cover hiding their moral nakedness among the trees and bushes.

Perhaps the matter that irritates us most is the activity of those booksellers who give lip service to the American Booksellers' Association and book service to the Guild.

Let us have open covenants, openly arrived at. Come out of the bushes, friends, and state your position in no uncertain terms in relation to the Guild. We will continue not to offer our books to them in spite of the fact that it has been suggested to us that sooner or later even we may be tempted by the serpent in the garden of American book distribution.

*"He either fears his fate too much,
Or his desert is small,
That dares not put it to the touch
To gain or lose it all."*



PRESIDENT

BONI & LIVERIGHT



STOP!

Check your stock on The Story of Law

It's selling strong and gathering momentum
because:

It is the first complete and popular story of
the development of Law.

Reviewers are emphatic in their comments—
the majority highly favorable, a few antagon-
istic, but all **emphatic**.

It is nationally advertised and will continue
to be.

THE STORY OF LAW

By John M. Zane, LL.D., Litt. D.

*Introduction by James M. Beck, formerly Solicitor-
General of the U. S.*

Testimonials Like These Make Sales:

Thomas L. Masson: "It is a work of the high-
est intelligence, and moreover is fascinating
reading."

Arthur Train: "It is comprehensive, learned,
but lucid and enriched with a humor and an
independence of view that make it as enter-
taining as it is instructive."

**Dean Wigmore, Northwestern University Law
School:** "It is the richest canvas, if not the
only one of its kind, yet produced."

Popularly Illustrated. Octavo. \$5.00

Display card and imprinted folders free

Ives Washburn, Inc. Publisher

119 West 57th Street :: New York

In Canada: McLean & Smithers, Toronto



THE ATLANTIC BOOKSHELF

MARCH



1928

- BOOKS AS MERCHANDISE Earnest Elmo Calkins
- HOW NECESSARY IS THE AMERICAN
PUBLIC LIBRARY? Dr. George H. Locke
- WHY DON'T BOOK BUYERS BUY BOOKS? B. K. Sandwell
- ADVERTISING A GIVEN TITLE Richard L. Simon
- BOOKS IN BOSTON: A PORTRAIT OF
RICHARD FULLER Edward A. Weeks, Jr.
- HOW MUCH? Ellis W. Meyers
- Book Reviews and Advertisements from the March ATLANTIC MONTHLY*

THE ATLANTIC MONTHLY COMPANY

8 Arlington Street, Boston, Mass.

Fifteen Cents a Copy

One Dollar a Year

THE ATLANTIC MONTHLY COMPANY is embarking on a venture that has been increasingly imminent for the past nine years. Starting with the next issue The Atlantic Bookshelf will be changed from a free to a paid circulation basis.

This simply means that the rising popularity of The Bookshelf, evidenced by the 2300 new requests for it last year, has brought the Company face to face with the alternative of either cutting down the edition or asking the readers to assume a part of the cost of expansion. The latter course has been chosen; readers will be asked to pay a nominal subscription charge (less than half the actual cost of publication). The remainder is assumed by The Atlantic Monthly Company in furtherance of its function as an agency of liaison between the publishers and the distributing outlets.

Issued eight times a year, The Bookshelf will continue to carry the advertising and reviews from The Atlantic, virtually a composite catalogue of the best current books. These lists not only acquaint booksellers and librarians with the titles that are being vigorously pushed by the publishers; they also serve as an index to the probable taste in reading of the intelligent public represented by Atlantic Monthly circulation.

In addition there will be several articles a month by bookmen of established reputation. They will deal authoritatively and, we trust, entertainingly with the many interesting phases of the book business. For instance, the first issue carries

papers by Earnest Elmo Calkins, Bernard K. Sandwell, Richard L. Simon, Dr. George H. Locke, Edward Weeks and Ellis W. Meyers. To put it another way, this group represents the points of view of advertiser, author, publisher, librarian, editor and bookseller.

The new Bookshelf has no axe to grind, no emphasis to lay on the activities of any publisher or any school of publishing. The sole qualification contributors must meet is intellectual honesty, and a mind whose products are interesting to an intelligent audience. It is planned to include several novel features not ordinarily associated with journals of special interest. With precociousness firmly avoided in the selection of material, we hope to make a forum for the discussion of topics both valuable and entertaining to all American and Canadian book people—authors, publishers, booksellers and librarians. The editing will be in charge of Wallis Howe, Jr., at 200 Fifth Avenue, New York City, who, in five years with The Atlantic Monthly Company, has been closely identified with the business of publishing books.

This is a novel venture, and yet one which The Atlantic believes to be of outstanding value to all concerned with the preparation, making and distribution of books. Its confidence and enthusiasm are reinforced by the eager support that has been the invariable response of all bookmen who have been consulted.

Ellen Pedguncik.

One Dollar a Year

75c Each Additional Subscription

The subscription price of the new Bookshelf—\$1 a year—represents less than half the actual cost of publication. Additional subscriptions mailed to the same address will be accepted at 75 cents a year.

The first issue will be sent to the entire present mailing list of 5500 names—free. If you were not on the old Bookshelf list, please fill out the coupon below and mail to

THE ATLANTIC MONTHLY COMPANY
200 Fifth Avenue
New York City

ATLANTIC MONTHLY Co.
200 Fifth Avenue
New York City

Gentlemen:

Please send me a free copy of the new Bookshelf.

Name

Address

.....

.....

E.P. DUTTON & COMPANY.

681 FIFTH AVENUE

NEW YORK. 

ESTABLISHED 1852.

February 11, 1928.

To the Trade:

Price change on two of our most important books: ADVENTURES IN AMERICAN DIPLOMACY will be \$5.00. NOT MAGNOLIA will be \$2.00.

A publisher has many disappointments in trying to start a book which he knows is both good and important. It is therefore a glorious feeling to have such books, as they sometimes do, meet with instant success. The first stock for A SON OF MOTHER INDIA ANSWERS arrived January 28th. Every day thereafter the binders have delivered to us one edition. As I write this, Friday, February 3rd, we have received six editions and our orders are behind about 6,000 copies. The stock will continue to come in an edition each day during next week. Everything will be fine unless the orders amount to more than 3,000 copies a day. I think even the author himself is overcome with the reviews and free publicity which is pouring in.

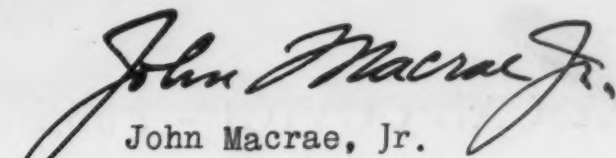
CLOWNING THROUGH LIFE went through its first edition the first week and is already half way through the second edition.

THE VOICE OF THE SEVEN SPARROWS went through the first two editions the first week and is now in its third edition. Mr. Fred Hood, vice-president of Baker & Taylor, writes: "Thank you very much for the copy of THE VOICE OF THE SEVEN SPARROWS which I took home over the weekend and read with a great deal of pleasure. I don't wonder that you are very enthusiastic, as, in my opinion, it is one of the best mystery and adventure stories I have read in some time and I am going to ask you to double our original order."

Watch the advertising on these two books.

This week we have another of our big books of fiction, NOT MAGNOLIA. Also, "2.L.O.", a detective mystery; POGGIO, witty and risqué tales of the 15th century; MORE ESSAYS ON RELIGION, MAN AND THE SUPER-NATURAL, TARKA THE OTTER, and MORE WORDS ANCIENT AND MODERN.

Very truly yours,


John Macrae, Jr.
Sales Manager.

READY FEBRUARY 25th

THE GOAT'S HOOF

A Novel for Wives Only

by ALGERNON CROFTON

Be a Mudhen!

THE GOAT'S HOOF is not a zoological treatise, but a hugely diverting novel. A mudhen is an animal, but a human one, female gender. She is the opposite pole to the heroine of the hour type; she is the safe wife. So, lady, be a mudhen. For, as Mr. Crofton sagely says, mudhens wear the emeralds, but the birds of paradise wear rabbit skin coats.

THE GOAT'S HOOF, then, is a guide to marriage and dalliance consisting of a series of pointed episodes, related with gusto and relish. The point of view is sophisticated, unmoral, pragmatic.

This mellow fiction is decorated with a half dozen black and whites by Donald Denton. They are pagan and lovely, like the contents.

\$2.50

PERVERTSITY

by FRANCIS CARCO

(Author of The Romance of Villon)

Ford Madox Ford is discriminating; he does not trade in glittering generalities. So, when he called PERVERTSITY a second *Madame Bovary*, he was not talking hokum. Of course, Mr. Ford is the translator and well—he may feel a bit indulgent. Not a bit of it! Indefatigable man of letters that he is, he ranged through modern French literature until he happened onto PERVERTSITY.

"By Jove, *this* must be translated." So he went to it, and at length wrought a translation as admirable in its way as his works of creation are in theirs.

PERVERTSITY is powerful, intense, searching. It is all about a poor slave of a clerk burdened with an inferiority complex and its attendant nastinesses, his "professional" sister and her lover, one of the coolest brutes in fact or fiction. It's a rare triangle.

\$2.50

PASCAL COVICI - Publisher - CHICAGO

440 So. Dearborn St.

February 11, 1928



SERGEANT EADIE
of "Chevrons"—
comes back in this
great new novel—

SERGEANT EADIE
a hard-boiled story of
the A. E. F.
by *Leonard Nason*
February 24
\$2.00

Doubleday, Doran

THE HUMAN BODY

By

LOGAN
CLENDENING,
M.D.

Octavo. Cloth. xxii
+ 399 pages; over
100 illustrations.

\$5.00 net.

MY sales Promotion Department has just sent the trade a letter telling in detail what I plan to do for Dr. Logan Clendenning's unique book, **THE HUMAN BODY**. With only the ordinary minimum of advertising and promotion, this amazing book has won its way into a fourth large printing since October, captured the unanimous approval of medical authorities and lay critics, and established itself as the greatest medical book ever written for the man in the street. I am now going to spend in direct promotion an amount seldom appropriated for any book outside the class of fast-selling novels. Everyone in this organization believes that **THE HUMAN BODY** is a book which will sell both steadily and rapidly for years to come.

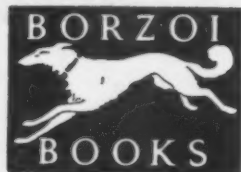
The period of greatest concentration of our large-space advertising of **THE HUMAN BODY** will be February 17-March 10. There will be effective displays in *The New York Times* of February 19 and 26 and of March 4 (see the advance proof enclosed with our recent letter). There will be full pages in several of the March monthlies (out about February 25), including *The Review of Reviews* and *Harper's*. There will be a great amount of display advertising in other media, including *The New Yorker*, *The Survey Graphic*, *The Nation*, and *Science*.

We shall also supply to the trade an imprinted circular which we consider one of the most effective selling documents ever devised by us. And there is an uncommonly distinguished counter-card designed and lithographed for you by Michael Gross.

In short, we intend to leave no stone unturned to give **THE HUMAN BODY** the best possible chance to do a profitable business for you, and to achieve rapidly the great volume of sales which it ought to have on sheer merit. Here, if ever, is a non-fiction book which you can sell *to everybody*.

Don't forget that February 17 is the date by which you ought to be prepared. If your stock is now inadequate to a suddenly increased demand, you would do well to reorder by wire *now*.

Our letter tells you about the circular, the counter-card, and other details. Please let us know at once if you have failed to receive it.



Alfred A. Knopf

730 Fifth Avenue, New York

THE CANDID STORY
of
every modern daughter and her mother

by
G. B. STERN

Author of
The Matriarch

DEBONAIR

The publication day is Friday, March 30th.

There will be a special display; also enough
of the best advertising we know how to do.
The book is one that we can trust to justify
your best efforts in its behalf.



ALFRED A. KNOPF

Publisher

730 Fifth Avenue

New York

In Canada, from The Macmillan Company of Canada, Ltd., St. Martin's House, Toronto

*To Be
Published
February
17th*

FEBRUARY FICTION LEADERS

MONEY FOR ONE

By Berta Ruck

The story of Kitten Robertshaw, wilful and impetuous, whose fortune depended upon her avoiding marriage. A lively plot, delightful style, charming characters, all the qualities that make for the popularity of a Berta Ruck novel. \$2.00



HANDS UP!

By Albert M. Treynor

An American salesman in Mexico picks up on a street and wears a hat belonging to a notorious bandit. Then begins adventure, actions, escapes, battles, romance—in an unusually fine Western story by the author of "The Runaway Trail." \$2.00

*The pick
of
gruesome
plots*

THE GRIM '13

Edited by Frederick Stuart Green

This volume is made up entirely of stories of recognized merit by famous writers, which have been rejected by magazines for their gruesome plots. New edition. \$2.50



THE MURDERS IN PRAED STREET

By John Rhode

The celebrated scientific detective, Dr. Priestley, in another startling story, finds himself a marked man—his own life at stake, regardless of his part in the investigation. \$2.00

*A story
of the
Kansas
frontier*

CHEROKEE TRAILS *By George W. Ogden*

A vital, realistic, historically correct picture of the Kansas frontier in the days of romance before the railroads had succeeded in taming the western wilderness. \$2.00

Publishers

DODD, MEAD & COMPANY

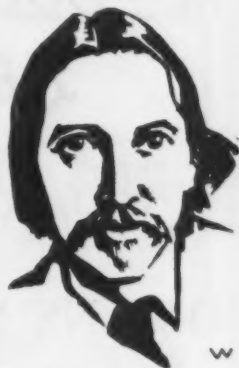
ENTERTAINING BIOGRAPHIES

To Be Published February 17th

ROBERT LOUIS STEVENSON

By G. K. Chesterton

An unusually brilliant example of Chesterton's power as a biographer. It is a biography not so much devoted to dates and place-names, as to ideas and the personality behind them. \$2.00



THE LIFE OF OSCAR WILDE

By Robert Harborough Sherard

Sherard's important work gives the true facts of Wilde's career as a writer, his biography and an account of his literary work, with an additional chapter by one of his prison wardens. Illustrated. \$5.00

*A new,
unexpurgated
edition*

THE WOMEN WHO MAKE OUR NOVELS

By Grant Overton

A new edition, completely revised and reset, with 64 biographies and critical estimates of modern women writers including Martha Ostenso, Susan Ertz, Anne Parrish, Elinor Wylie, Frances Newman, Julia Peterkin and other leaders. \$2.50

*For
Editors,
Writers,
Club
Members,
etc.*

SUNDRY GREAT GENTLEMEN

By Marjorie Bowen

Some great gentlemen of history who have been neglected by the biographers discussed by one whose historical knowledge and vividness of literary style have made her famous as an author of historical novels. \$4.00

*Famous
yet
little
known
people*

STRANGE DISAPPEARANCES

By Elliott O'Donnell

A book dealing with upwards of twenty famous and authentic cases of disappearances—accounts that have a romantic appeal that outvies fiction. Illustrated. \$2.50

*Stories
of
unsolved
mysteries*

THE BEST POEMS OF 1927

Edited by L. A. C. Strong

The latest volume of 100 or more "best poems" by English and American poets selected with rare discrimination and in a book of unusually attractive format. Fifth Annual Issue. \$2.00

*The
fifth
annual
issue*

DODD, MEAD & COMPANY

449 Fourth Ave.
New York

The BOOKSELLERS' LEAGUE

WILL HOLD ITS ANNUAL
WOMANS' NIGHT DINNER,
ENTERTAINMENT
AND DANCE

IN THE SPACIOUS ATTRACTIVE
ROOMS OF THE

ALDINE CLUB

200 FIFTH AVE. AT 23RD STREET

WEDNESDAY, FEBRUARY FIFTEENTH

DINNER PROMPTLY AT SEVEN—DANCING AT TEN

SPEAKERS:

FANNIE HURST

Author of "A President Is Born," etc.

DHAN GOPAL MUKERJI

Author of "A Son of Mother India Answers," etc.

WM. B. SEABROOK

Author of "Adventures In Arabia," etc.

DANCING—BRIDGE—PRIZES—SOUVENIRS

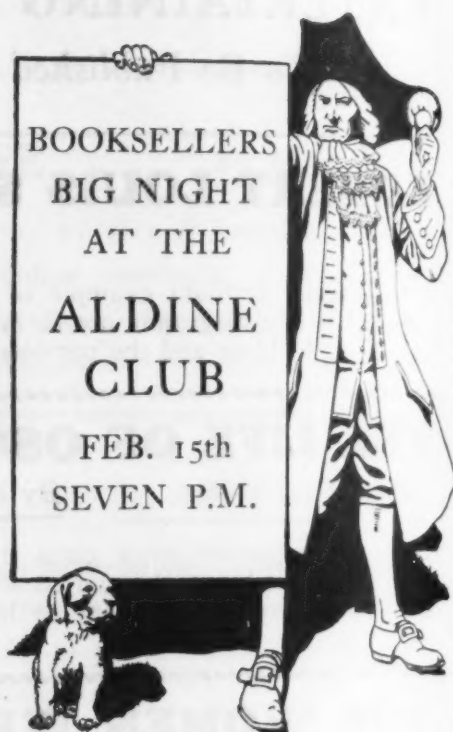
Guest Tickets \$3.00

Dress Informal

Write or Telephone Algonquin 2550

Theodore E. Schulte, 80 Fourth Ave.

Reservations must be made before February 14th.



Books for Early Spring from **J. H. SEARS & COMPANY, Inc.**

114 East 32nd Street

New York

NEW FICTION

- A Marriage Was Made** *by Elizabeth Stern* \$2.50
A richly emotional, new novel of modern marriage. Published Feb. 15
- The Darkest Spot** *by Lee Thayer* \$2.00
The famous Peter Clancy solves another baffling mystery. Published Jan. 16
- Tessie Moves Along** *by Rob Wagner* \$2.00
A fascinating romance of life in the "Movies." Published Jan. 16
- Bang! Bang!** *by George Ade Illus. by John T. McCutcheon* \$2.00
Joyful take-offs on the nickel library of the days of our youth. Published Feb. 15

NEW BOOKS OF BIOGRAPHY AND TRAVEL

- My Gamble With Life** *by The Earl of Rosslyn* \$3.50
The racy, pungent record of a brilliantly reckless life. Published Jan. 16
- Lest I Forget** *by Cyril Maude* \$4.00
Reminiscences of social and dramatic life in England and America. Published Jan. 16
- Baghdad And Points East** *by Robert J. Casey* \$5.00
A gorgeous book of adventure and romance among the wonder cities of the East. Published Jan. 16
- New Trails In Old Spain** *by Vernon Howe Bailey*
Travel Edition \$3.50 *Art Edition* \$5.50
Intriguing descriptions and 48 delightful pictures by this celebrated artist. Published Jan. 16

NEW BOOKS OF VARIED APPEAL

- Old Deadwood Days** *by Estelline Bennett* \$3.00
The dramatic story of the most famous town of the Old West. Published Feb. 15
- Destinations** *by Gorham B. Munson* \$2.00
An appraisal of American literature since 1900, by this brilliant young critic. Published Feb. 15
- One Man's War** *by Corp. J. E. Rendinell and George Pattullo* \$2.00
The astounding, vivid diary of a plain American who fought with the Marines. Published Feb. 15
- Get Rid Of That Fat** *by Samuel G. Blythe* \$1.00
How to reduce in a common sense way—told by the man who did it. Published Feb. 15

And don't forget

- Move Over,** A Novel of "Our Better Classes" *by E. Pettit* \$2.50
This big success of the late Fall starts as the best selling book of 1928.

Have you sufficient stock
of these interesting books?



Send for catalogue of our
complete line of publications.

Representative Subscribers



BRENTANO'S, INC.

THE Forty-seventh street store of Brentano's—Booksellers to the World—is the central store of the Brentano group including New York, Washington, Chicago and Paris. The uptown store embraces a complete bookselling business in general books

and all the special fields and areas of book interest. This store, entered by the Brentanos in June, 1925, is remarkable for its size and the beauty of its decoration. The organization in New York subscribes for 23 copies of *The Publishers' Weekly*.

Subscription Rate \$5.00 per year; \$5.50 in Zones 6-8.
Extra subscriptions for departments or clerks \$3.00 and \$3.50.

THE *Publishers'*
Weekly
The American BOOK TRADE JOURNAL

62 West 45th Street, New York, N. Y.

PUBLICATION POSTPONED to MARCH 2ND



SAFARI

A SAGA OF THE AFRICAN BLUE

by MARTIN JOHNSON

Famous Adventurer of the Danger Trails

A story of glorious adventure
with a thrill on every page—
illustrated by his truly wonder-
ful collection of photographs of
African wild life, fast vanishing.

*Above is a photograph of the display card
which is furnished free to booksellers*

*Profusely
illustrated
with actual
photographs—*

*bound in orange cloth,
stamped in gold, with
gilt top.*

\$5.00



G. P. PUTNAM'S SONS :: New York and London

How the Great
Became Great!

GENIUS
and
CHARACTER

by
Emil Ludwig

The mystery of genius, in 19 brilliant
biographies.

Illustrated, \$3.50

HARCOURT, BRACE & COMPANY

7th Printing!

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 11, 1928

Forty Important American Books of 1926

*Furnished To The International Institute of Intellectual Cooperation
of The League of Nations By The American Library Association*

AT the request of the International Institute of Intellectual Cooperation, the American Library Association has selected the forty books in the United States during 1926 which it considers most worthy of inclusion in a World List of Notable Books. The World List, published by the Institute, in Paris, is confined each year to 600 titles, and the purpose of the list is to acquaint nationals of each country with the best literary production of other countries. The number allowed each country is apportioned on the basis of its total publishing output.

Instructions received from the Institute direct that "the works chosen should deal with an important subject, in an original and interesting manner and be capable of being read by a person of average culture."

On the American List for 1926 will be

found two books by men of foreign birth, one a Hindu, the other an Englishman. But, since both these men live and write in the United States and their books have been published here, their eligibility for the list has been allowed.

In compiling the list, the American Library Association headquarters staff has had the cooperation of a number of distinguished librarians, scholars, and specialists in various fields. The result, therefore, represents a consensus of opinion, and not individual judgment.

The Library Association has prepared a poster for distribution which gives not only a list of the books but describes its purpose and the method of selection. The poster is 13 x 20 inches and is printed in a strong black on buff colored paper.

The books that have been selected are:

History

- | | |
|---|---------------------|
| ADAMS, JAMES TRUSLOW. "New England in the Republic, 1776-1850." | Little, \$5. |
| MIMS, EDWIN. "The Advancing South." | Doubleday, \$3. |
| NASH, ROY. "The Conquest of Brazil." | Harcourt, \$5. |
| SEDGWICK, MARY KATRINE. "Acoma, the Sky City." | Harvard, \$4. |
| SULLIVAN, MARK. "Our Times" (Vol. 1: The Turn of the Century). | Scribner's, \$5. |
| THOMASON, J. W., JR. "Fix Bayonets!" | Scribner's, \$3.50. |

Social Science

- | | |
|---|-----------------|
| HAYES, CARLTON J. H. "Essays on Nationalism." | Macmillan, \$3. |
| ISE, JOHN. "The United States Oil Policy." | Yale, \$7.50. |

- MARTIN, EVERETT DEAN. "Meaning of a Liberal Education." Norton, \$3.
 MOON, PARKER T. "Imperialism and World Politics." Macmillan, \$3.50.
 PUCKETT, N. N. "Folk Beliefs of the Southern Negro." University of North Carolina, \$5.

Religion

- BROWNE, LEWIS. "This Believing World." Macmillan, \$3.50.
 MUKERJI, DHAN GOPAL. "The Face of Silence." Dutton, \$3.
 WHITEHEAD, A. N. "Religion in the Making." Macmillan, \$1.50.

Philosophy and Psychology

- BROWNELL, BAKER. "The New Universe." Van Nostrand, \$4.
 DURANT, WILL. "Story of Philosophy." Simon & Schuster, \$5.
 EDMAN, IRWIN. "Richard Kane Looks at Life." Houghton, \$2.50.
 RANDALL, JOHN HERMAN. "The Making of the Modern Mind." Houghton, \$3.50.
 TERMAN, LEWIS M. AND COX, CATHERINE M. "Genetic Studies of Genius." Stanford University. 2 v. \$5.

Belles Lettres and Art

- GUILLAUME, PAUL AND MUNRO, THOMAS. "Primitive Negro Sculpture." Harcourt, \$6.
 MUMFORD, LEWIS. "The Golden Day." Liveright, \$2.50.
 SHERMAN, STUART. "Critical Woodcuts." Scribner's, \$2.50.

Drama

- ANDERSON, MAXWELL AND STALLINGS, LAWRENCE. "Three American Plays." Harcourt, \$2.50.
 GREEN, PAUL. "Lonesome Road." McBride, \$2.
 O'NEILL, EUGENE. "The Great God Brown." Liveright, \$2.50.

Biography

- ALLEN, HERVEY. "Israfel." Doran. 2 v. \$10.
 BROWN, ROLLO W. "Dean Briggs." Harper, \$3.50.
 HOUSE, EDWARD M. Ed. by Charles Seymour. "Intimate Papers of Colonel House." Houghton. 2 v. \$10.
 KRUTCH, JOSEPH WOOD. "Edgar Allen Poe." Knopf, \$4.
 NOCK, ALBERT JAY. "Jefferson." Harcourt, \$2.75.
 SANDBURG, CARL. "Abraham Lincoln." Harcourt. 2 v. \$10.
 YARMOLINSKY, A. "Turgenev." Century, \$4.

Science, Natural and Applied

- ANDREWS, ROY CHAPMAN. "On the Trail of Ancient Man." Putnam's, \$6.
 BEEBE, WILLIAM. "The Arcturus Adventure." Putnam's, \$6.
 CRILE, G. W. "Bipolar Theory of Living Processes." Macmillan, \$5.
 HERRICK, C. J. "Brains of Rats and Men." University of Chicago, \$3.
 MORGAN, T. H. "Theory of the Gene." Yale, \$4.
 "Naturalists Guide to the Americas." Williams and Wilkins, \$10.
 NEWMAN, HORATIO HACKETT, ed. "Nature of the World and of Man." University of Chicago, \$4.
 SPOEHR, H. A. "Photosynthesis." Chemical Catalog Company, \$6.50.

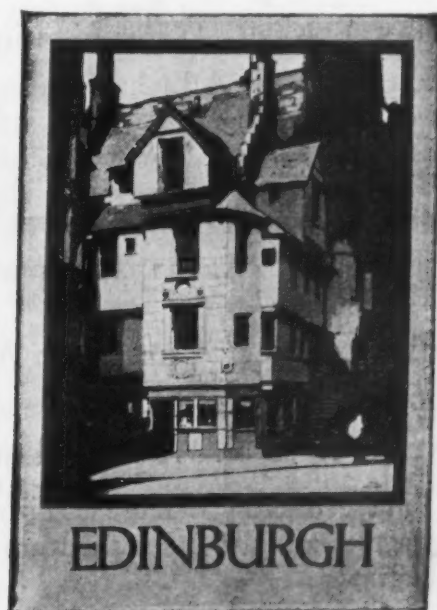
Featuring Travel Books

"THE romantic life you long for—brought to your own fireside in these travel books"; "Read Before You Travel"; "Adventure for the Armchair Traveler"; "Reading Enriches Travel"; "Planning a Trip to Europe or the Orient? These colorful books will make your journey doubly interesting"—signs of this kind which the National Association of Book Publishers has prepared will be placed with bookstore and library exhibits during February and March, with the glowing tones of foreign railway posters making a perfect background for the books on display.

Saving banks which are members of the Save-to-Travel Association, American and foreign railway and steamship companies are planning to combine with booksellers, librarians and publishers in a two months' campaign to encourage people to read more travel books and to save more systematically for trips abroad.



The generous offer to the Trans-Atlantic Passenger Conferences to supply bookstores and libraries with European posters for their travel window displays like those reproduced on this page has been accepted by many dealers, and other requests are being received daily by the National Association of Book Publishers. If you have not asked for a number of these posters, send your order at once. They have been designed by the best artists and are unusually gorgeous in coloring. A limited number of American railway posters will be available also, for exhibits of books about travel in our own country.



The Italiana Booklist of 1928

*A Group of Worthwhile Recent Books on Italy For Those Who,
Traveling Abroad or Studying the Country at Home,
Wish to Know More About Italy*

T. W. Huntington, Jr.

FOR the special benefit of the thousands of English-speaking travelers who will journey to Italy during the summer of 1928, The Italian Literary Guide Service lists below some of the new books of the year 1927 dealing with Italian life and letters. Because of his interest in Italy, Mr. Huntington several years ago created a clearing house of information, The Italian Literary Guide Service.

A monthly survey, entitled "Italiana" is compiled and is published as a Bulletin, issued by the Italy America Society (\$2.00 per year). It is a compact little pamphlet, filled with interesting news, notes and comments concerning books and magazine articles dealing with Italy. Students and travelers will find this a valuable accession to their literary equipment if they are specially interested in Italy and the Mediterranean lands. These books listed below can be obtained from publishers or booksellers.

- | | |
|--|-------------------------------------|
| ALLEN, H. W. "Italy From End to End." | Dodd, Mead |
| SARFATTI, MARGHERITA G. "The Life of Benito Mussolini." | Stokes |
| CARTWRIGHT, JULIA. "The Perfect Courtier." | Dutton |
| CIPPICO, ANTONIO COUNT. "Italy: The Central Problem of the Mediterranean." | Yale University Press |
| CUMMINGS, C. A. "A History of Architecture in Italy." | Houghton |
| FIEGO, G. C. "Cumae and the Phlegraean Fields." | American and British Club of Naples |
| FOX, FRANK. "Italy Today." | Dodd, Mead |
| GARDNER, EDMUND G. "The Story of Italian Literature." | Harper |
| HUTTON, EDWARD. "Cities of Sicily." | Little, Brown |
| MACCHIORO, V. "A Lightening Spark for Pompeian Visitors." | American and British Club of Naples |
| PALELOGUE, MAURICE. "Cavour." | Harper |
| PREZZOLINI, GIUSEPPE. "Fascism." | Dutton |
| REYNOLDS-BALL, E. A. "Unknown Italy: Piedmont and the Piedmontese." | Macmillan |
| TRAIL, FLORENCE. "An Italian Anthology" in English translation. | Badger |
| VAUGHAN, HERBERT M. "Florence and Her Treasures." | Doubleday-Doran |
| VENTURI, ADOLFO. "A Short History of Italian Art." | Macmillan |

Those desiring a more comprehensive record of the best books in the English language relating to Italian culture are referred to Mr. Huntington's "The Italiana Bibliography."

Hats Off to the Booksellers!

An Author of Travel Books Who Has Spent Four Years Lecturing Thruout the Country Makes a Bow to the Booksellers

By Richard Halliburton

A FRIEND of mine in New York owns a copy of one of my books which he keeps locked in a safe, and which he has willed to the Smithsonian Institute. He uncovers it only on state occasions to show to a few discriminating collectors, claiming proudly that it is the only copy of a Haliburton book in existence that is not autographed.

I do autograph a lot of books, I glory in autographing books, I'm mighty glad to have the chance. The customers like it—why not? If you like a book well enough to own it, the author's signature doesn't make it less interesting!—Besides it's a lot of fun, and it gives me an excuse to meet, gracefully, those upon whom my livelihood to a great extent, depends; to make friends with the buyers and the clerks who are always among the most intelligent people of the community, and to promote, by the brief flourish of a pen (for when an author puts a "writing" on the fly-leaf, the copy's as good as sold) the prosperity of all concerned in that noble and precarious business known as the booktrade.

The friendship of the book dealers is one of the greatest assets a writer can have. Granted that his book is any good at all, with their help its success is guaranteed; without it, failure is as certainly assured. In the success of my two books, "*The Royal Road to Romance*" and "*The Glorious Adventure*," I have acquired a vast admiration and deep respect for the booksellers and their sales forces. Of course I believed in my books. And my publishers believed in them. With so many, many books on the market the question was how to get the dealers to believe in them and persuade the public to buy them. "The fate of a book lies on the lap of the gods." What nonsense! The fate of a book lies in the hands of the booksellers. And the

booksellers depend on the publishers, the publishers on their authors, the authors again on the booksellers. When the publisher can bring together the man from whom he buys his stock in trade, the author, and the man to whom he sells it, the dealer, then—united we stand, and the ultimate consumer hasn't a chance to escape us!

If any writer ever had occasion to be grateful to booksellers, and to appreciate their importance, I have. It has been my good fortune to meet as many book people as perhaps any recent writer in America. This is due to the fact that four years of traveling about the country on lecture tours have permitted me to visit most of the cities, and to indulge myself in the exceedingly happy pastime of visiting bookshops. At first I was a bit hesitant about it. I was afraid my shy inquiries about my first book would be met with looks of blank embarrassment, and when a dealer sometimes frankly admitted he'd never heard of the title, I'd sneak out shamed and dejected. Those were difficult moments, I can tell you.

But at last the booksellers' convention held forth in St. Louis, and by some strange stroke of luck, I found myself on the list of speakers. My publishers as much as said that if I didn't speak my piece nicely I might as well go back to the bond business, as far as any further hope for my book was concerned. So when the time came, I shouted at the top of my voice (for eloquence), and spoke so fast nobody could understand me (for enthusiasm), and made a lot of gestures (for dramatic effect), and everybody said my speech was simply grand. When the delegates got back home they dusted off whatever copies of my book they had stored under the counter, read them, and began to recom-

mend them to their customers. Even tho "*The Royal Road to Romance*" is my work, I know it was good enough to recommend. If it hadn't been worth something no one would have bought it. But it was personal contact with the booksellers themselves that helped them and the public to become acquainted with the book. And that delightful contact—it's delightful for me, anyhow—started at the St. Louis convention in 1926.

Immediately the book began to move faster after six months of rather indifferent sales. Up to that time, even tho the publishers had advertised it recklessly, the critics hadn't paid a lot of attention to it, and the public had been agonizingly slow to buy it. But all at once the booksellers

came to the rescue, and saved "*The Royal Road to Romance*" from becoming the Rough Road to Oblivion.

That's why I'm terribly and genuinely grateful to the booksellers, and that's why I appreciate their importance; and that's why, when young writers come to me for encouragement, as young writers sometimes do, I tell them that there is a royal road to writing success, provided they have the three necessary qualifications:—a book with a certain amount of intrinsic worth, an interested, faithful publisher, and, above all, friends in the retail stores.

And I say, with sincerity and gratitude for their unquestionable help in making my two books successful, God bless the booksellers—east and west, north and south.

In the Book Market

JULIUS MEIER-GRAEFE, the world-famous art critic and defender of the modern movement in art, has arrived in America at the invitation of a group of friends and admirers, in honor of his sixtieth birthday. Altho he has been closely associated for the last twenty-five years with significant art movements he has not, according to E. Weyhe, who heads the group of friends, had a satisfactory opportunity to observe what the younger artists of America are doing in the blazing of new trails. Meier-Graefe is the author of "*Modern Art*," Putnam; "*Vincent Van Gogh*," Medici; "*Degas*," Knopf; "*Cezanne*," Scribner; and "*The Spanish Journey*," Harcourt, Brace. ❀ ❀ ❀

Joseph Anthony's recent buying trip in Europe has, according to reports, from the *Cosmopolitan Book Corporation*, turned out very luckily. In London Mr. Anthony acquired the American rights to "*Deluge*," a first novel by S. Fowler Wright. "*Deluge*" has since made a considerable stir in England where critics have been describing the author as a second H. G. Wells, and *Cosmopolitan* has ordered a first printing of 100,000 copies. Another English novel acquired on this trip was "*Quex*" by Douglas Jerrold, the grandson of the

Douglas Jerrold who wrote "*Mrs. Caudle*." "*Quex*" is described as a merry satire on social and business life in post-war London, with an ironical love story. In Leipzig Mr. Anthony acquired the American rights to "*The Rise of the House of Rothschild*" by Count Egon Caesar Corti, a historical work which was in secret preparation in Germany for three years. ❀ ❀ ❀

"*The Rocking Chair*" by Walter A. Dyer and Esther Fraser, both authorities on early American furniture, is announced for spring publication by *Century*. The rocking chair is definitely an American creation and in tracing the romantic chapters of its origin and development the authors have given to the rocking chair its proper place in the literature of American antiques. ❀ ❀ ❀

On January 12th Robert Underwood Johnson commemorated the close of his seventy-fifth year by publishing a reprint of eleven long poems from his collected edition. As "a challenge to critics" there is a prefatory essay on "Obstacles to Poetry in America" in which the author pays his disrespects to free verse and recalls to public notice the real principles of poetry, which he has endeavored to illus-

trate. The volume will be issued at Mr. Johnson's office, 26 East 55th Street and will be handled for the trade by *Baker & Taylor*. Mr. Johnson is the author of "Collected Poems," *Yale University Press*, "Remembered Yesterdays," *Little, Brown*, former editor of the *Century Magazine* and one of the heroes of the fight for progress in American Copyright laws. ❀ ❀ ❀

A little volume entitled "My Writings of A. Edward Newton, a Bibliography" has just been published by Rosenbach, limited to 100 copies. It has been prepared by George H. Sargent, the well-known contributor to bibliographical periodicals, the *Boston Transcript*, and author of the monograph with book list on Amy Lowell published two years ago. ❀ ❀ ❀

The problem of our relations to Nicaragua, so much to the front since the Marines landed in that Central American country, is covered in a volume entitled "Nicaragua and the United States, 1909-1927," written by Professor Isaac Joslin Cox of Northwestern University and published by the World Peace Foundation, 40 Mt. Vernon Street, Boston, at \$1.25. ❀ ❀ ❀

William Morrow and Co. have now taken over from Stokes Mrs. Morrow's "We Must March." All of Mrs. Morrow's books are now on their list, with the exception of "The Father of Little Women." ❀ ❀ ❀

Children's book departments and librarians will be glad to have copies of two little biographical brochures just published by Little, Brown & Company:

"Charles Boardman Hawes—An Appreciation" by Clayton H. Ernst, a brief summing up of Hawes' all too short career and details of his three books with many illustrations from their pages. Mr. Hawes was awarded the John Newbery Medal for 1923 for "The Dark Frigate."

"Mary P. Wells Smith and Her Books" by Lucile Gulliver, a reprint from *The Horn Book* of August, 1927, including pictures of the Deerfield Village and of the author, who this year celebrates her eighty-eighth birthday. ❀ ❀ ❀

Minton, Balch has this week published a very timely book, "The Better Angels." By Richard Henry Little. "The Better

Angels" is a Lincoln story and its publication at this time makes it an excellent book to feature for February 12th. ❀ ❀ ❀

No one's life is safe in Chicago but Clarke Venable is an author and so takes life's dramatics more easily than most people. When a hold-up man appeared on the scene just as Mr. Venable and his wife and George F. Bachman of *Thomas Nelson & Sons*, were about to enter the Venables' automobile and ordered them to step in and keep quiet, Mr. Venable sighed "Aw Hell! Life is sweeter than jewels and lucre." The hold-up man got what he came for and departed. "Aw Hell!" is the title of Mr. Venable's book which *Reilly & Lee* published last year so the



exclamation came naturally to his lips. He is now filling speaking engagements throughout Ohio. ❀ ❀ ❀

Dr. Daniel A. Poling of the Marble Collegiate Church in New York City, who is also President of the Greater New York Federation of Churches, of the International Society of Christian Endeavor, and Editor-in-Chief of the *Christian Herald*, is at work on a novel which will answer "Elmer Gantry's" challenges to the ministry. Dr. Poling is widely known for his radio talks which have been published also as a book, "Radio Talks to Young People," by *Doubleday, Doran*. ❀ ❀ ❀

Coincident with the distribution of the film of "Sorrel and Son" Grosset & Dunlap are issuing a very large printing of the novel in the 75c edition, and it bids fair to be one of the biggest successes among the popular copyrights of the spring. In connection with this Alfred A. Knopf, Inc., is doing an unusual thing in resetting the book for the \$2.50 edition, so that the public that prefers to buy its books in that form will be newly tempted by the improved appearance. Seventy thousand copies have been sold in its second year.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

Subscription, Zones 1-5 \$5; Zones 6-8 \$5.50; Foreign \$6
15 cents a copy

February 11, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Book Prizes

IF it may be judged by the number of inquiries that come to the office of the *Publishers' Weekly* by mail or by telephone, there is a need of a list of the outstanding book prizes and of the winners. There are the famous awards of international importance, the literary awards that have acquired peculiar value and current publishers' awards such as continue from year to year. All this data has now been gathered by Bessie Graham, author of "The Bookman's Manual," and will shortly be published in the *Weekly* in weekly installments.

Only last week the 1927 announcement was made of two of the more famous awards. The Goncourt Prize of 500 francs, most coveted of French prizes, has gone for the year 1927 to Maurice Bedel, hitherto almost unknown. He is an artist and scientist as well as a writer, and has spent much time in travel. His novel, of which the scene is laid in Norway, has the rather extraordinary title, "Jerome on the Sixtieth Degree of North Latitude." Other books that have received this prize include the famous "Batouala" by René Maran in 1922; "Civilization" by Georges Duhamel in 1918; and "My Friend from Limousin" by Jean Giraudaux, 1926. On the same day announcement was also made

of the Femina-Vie Heureuse Prize offered jointly by two French periodicals. This is a reciprocal prize, a French jury making the award for an English work and an English jury for a French work. The announcement is only made of the French work, which is by Marie le Francs for "Grand Louis l'Innocent."

The Travel Fever

WHILE around-the-world trips yearly add to the number of their passengers, and the voyages to the Caribbean increase in popularity, it is the summer exodus to Europe which marks the high peak of travel enthusiasm, and at this time of year the steamship schedules and the pamphlets of Raymond & Whitcomb and Cook are being eagerly perused in tens of thousands of homes.

Both before the trip is planned and after, there is the need of books and more books, and this fact has been increasingly evident in the spring demands on bookstores. Coming at a season when the bookstore is looking for new opportunities to keep its staff busy and its aisles full, the travel period is a welcome opportunity for colorful display and for real personal service. There are fine posters to be had, attractive covers to be displayed, and useful catalogs to be distributed.

Scribner's Magazine has reissued its elaborate catalog of travel books of all publishers covering every part of the world and all types of books. This catalog contains 2,000 books, and, at the suggestion of the Publishers' Association, *Scribner's* are making these available for booksellers at \$5.00 per 100 copies. The catalog also contains a great deal of useful information for the traveler.

The *Publishers' Weekly* is also cooperating to make a good catalog available, and is printing a carefully selected list of 200 titles covering Europe only, each title annotated and the whole printed carefully with excellent typography and illustrations. These are to be had for distribution at \$1.50 a 100.

There is no city so small that there are not scores of people in the travel mood at this time, and they would be glad enough to have the best books called to their atten-

tion. There are also the friends of travelers who would like to know of books that can be used for gifts, and Brentano's, who have done such striking national advertising of the bon voyage box, have built up this part of their business to a satisfactory proportion. In one day's sailings recently there were over 300 Brentano boxes which went down to the wharves for delivery.

The travel agencies say this is to be a record year.

How Can the Buyer Judge Fiction?

THE Fiction Test Chart which was printed in the last issue of the *Publishers' Weekly* has caused considerable comment and is deserving of friendly examination by all buyers. It is a scheme which was worked out by one of the most experienced and successful of retailers, and to use his phrase is often uncanny in its accuracy as a guide to buying.

Like many other buyers he has found his greatest problem to be the selection of fiction. Being at some little distance from the source of supplies he desires to buy as liberally as possible from advance data in order to receive the books by inexpensive transportation at the time when the demand comes.

He has tried to work out a plan by which he can more accurately judge fiction possibilities.

Other buyers may not wish to take the time for so careful an analysis, or they may not agree with the weight which is given in this chart to the importance of imprints, of promotion program, of price, or of bookmaking but most buyers will find that, whether they buy systematically or by instinct, there are a score of elements to which they give consideration before they place fiction orders and they will be glad to compare their opinions as to what counts with the points which this buyer has worked out.

For our part we might wish to differ a little in the importance given to the length of the story. Novels which are "padded" out to appear full length have long been known to make unfavorable impressions on the customer but "medium length" novels seem to us to be at present quite acceptable to most readers. The greatest

weight of influence in selecting novels is given to "the reputation of the author" which might on first thought seem a disadvantage to the new author but this can be easily offset in such case by the importance which is naturally given to "the story itself" and to the popular interest in "the subject of the book."

However much fiction appetites may differ, this test chart will give some suggestions as to what counts for success. It is one of the most carefully worked out and interesting schemes which we have come across.

Book Department Sales

THE December sales of the book and stationery departments of the country showed a 4.8% increase over 1926, according to the reports of the Federal Reserve Board. By district, the best increase is in Chicago, followed by New York, Cleveland, San Francisco, while Boston holds its own and Philadelphia and Dallas showed a falling off. It is noted that musical instruments and radios show a loss of 11.7% over the previous December. Taking the year as a whole, sales in department stores were practically even in 1926, just .6% up. Department store turnover for the year was 3.56% as compared to 3.51% in 1926. The Board also reports on stock on hand and gives the stock of books and stationery as 1.6% up from the previous December for the whole country.

A List of Books About Washington

WITH the approach of February twenty-second, those planning a special observance of Washington's birthday will welcome a reading course on George Washington, the latest work of Albert Bushnell Hart. This has been published by the American Library Association in cooperation with the Washington Bi-centenary Commission established by the President and Congress and is the last published of the *Reading with a Purpose Series*.

In the brief essay preceding the list of recommended books, Dr. Hart pictures a

versatile Washington,—farmer, business man, explorer, engineer, founder of corporations, organizer of armies, commander, statesman and President. In his discussion, the author throws so many interesting side-lights on Washington that the reader is carried over into the suggested course of reading. Seven books, each chosen to give a different aspect of the great man's life, are discussed. These are:

"George Washington" by Paul Leicester Ford. *Lippincott*, \$3.50.

"George Washington" by Henry Cabot Lodge. *Houghton*, 2 vols. \$5.

"George Washington" by Woodrow Wilson. *Harper*, \$3.

"The Seven Ages of Washington," Owen Wister. *Macmillan*, \$2.

"George Washington, Country Gentleman," Paul Leland Haworth. *Bobbs-Merrill*, \$3.

"The Youth of Washington," S. Weir Mitchell. *Century*, \$2.

"Washington the Man Who Made Us," Percy Mackaye. *Knopf*, \$2.50

Judge Supports Adult Education

FROM Atlantic City comes an interesting case of a long delayed legacy. Twenty-six years ago Sarah A. Callendar put into her will a bequest to her nephew, then sixteen years old, of \$2,000 to be used for his education. The administrator refused to pay this amount to the nephew, now forty-two years old, on the ground that his education was completed. The court has directed him to pay the money. Evidently the court has the correct idea, that a person's education is never completed. Perhaps Mr. Callendar will be a good customer of the bookstores with this legacy in hand.

The Biennial Census of Book Manufacture

THE biennial census of manufactures authorized by Congress is now being made to cover the year of 1927. Blanks have been sent to all book publishers, and early attention to these will enable a prompt totaling of the results so that the facts may be available for guid-

ance of the industry. These blanks apply to the printing business as well as to publishing, and the figures required from publishers apply to books actually produced under their imprint during the year. The value of the books should be based on the wholesale price. Incomplete work held over into 1928 should not be reported. Books printed in 1926, but not completely bound, and ready for sale in 1927 should be included. On the census of 1925 there was indication of 200,000,000 bound books being produced in the country.

Window Display Prizes

THE awards which Putnam's announced in November for window displays of Putnam's boys' books are bringing to four booksellers and one library very sizeable checks for their efforts. The books, having such striking covers and interesting illustrative matter, offered good material for the displays, and many found this an effective type of display to undertake. The judges to whom the photographs were submitted made the following awards:

John W. Graham Co., Spokane, Wash.—\$100

Enoch Pratt Free Library, Baltimore, Md.—\$75

F. & R. Lazarus & Co., Columbus, Ohio—\$50

A. S. Burbank, Plymouth, Mass.—\$25

Oto Ulbrich Co., Buffalo, N. Y.—\$100

Floyd Dell Lecture Itinerary

Jan. 30, New York City

Feb. 5, Boston, Mass.

Feb. 9, New Haven, Conn.

Feb. 24, Los Angeles, Cal.

Feb. 27, Los Angeles, Cal.

Feb. 29, Hollywood, Cal.

Mar. 6, San Francisco, Cal.

Mar. 7, University of Oregon, Ore.

Mar. 9, Bellingham, Wash.

Mar. 12, Missoula, Mont.

Mar. 13, Helena, Mont.

Mar. 23, Montclair, N. J.

Mar. 29, Boston, Mass.

Carelessness in Retail Credits

A Reminder of the Need for Remedying Retail Credit Practice

Henry C. Smith

Vice President of E. P. Dutton & Co.

DO you not think that thru the medium of *Publishers' Weekly* the retail booksellers of the United States could adopt a policy regarding credits that would save a lot of money.

I am not referring to credit to the good customers who can take the store home and return it the next day, if they want to, because they pay their bills every month and their bills are good large ones.

I am not referring to the person who comes in with a \$2 novel on the day after Christmas and says, "I had two of these for Christmas, may I have such and such a book?" which is either the same price or better and who then and there take it away with them.

What I am referring to is the person who has had a \$2 book sent him and then returns it for credit. He has a good rating, but an inactive account. The cost of wrapping and the machinery of charging that \$2 book, quite apart from the expense of shipping, if it is a city delivery, is a fairly costly procedure, which is a dead loss when the credit comes in. For this class of customer the whole trade would save considerable money, in our happy but unlucrative business, if they said, "There is a 10c minimum charge for each credit." In other words, a \$2.00 book could come back, but 10c cash along with it.

The other villainous form of credit is Mrs. A. who receives a Christmas or wedding present of \$50 from Mr. B. She then returns it and opens an account with it. So far so good; if B. pays his bill you've got the money and the books for the time being.

Now if Mrs. A. takes out one or two sets and uses up the credit, it is perfectly satisfactory, but Mrs. A. may indulge in the charming habit of taking out \$8 worth of books and three days later return \$6; then

takes out \$20 and returns \$18; and so on, so that at the end of the year you will find you have delivered twelve packages and received eleven packages and made twenty-three entries, all on the one sale—hardly a profitable adventure.

Last, but not least, is the Mrs. A. who receives a present of a book and promptly rushes in and wishes to exchange it FOR CASH. In this case there are two things to do: either offer her about half of what the present cost, or else offer to credit it to the original customer; such a scheme seems to work very effectively.

Regarding the second breed of chronic creditors, write them a letter and politely, but firmly, explain we seem to have turned into a circulating library and we unfortunately are not equipped for such service.

To sum up: The first creditor mentioned should be charged 10c a package.

The second class creditors should be stopped entirely and if necessary, if there is a credit balance on their account, give them a check for it.

And the third class creditor should either be refused entirely or possibly the alternate suggestion of crediting the original purchaser or giving them half of what the goods are worth might sometimes meet the situation.

Will the Retail Booksellers be good enough to write to the *Publishers' Weekly* of any schemes that they have. Can't we have a uniform policy?

Last, but not least, a small booklet could be written so that the old customer would appreciate, understand and be amused by it, particularly as he would realize he was in a position for favors and the non-book-person who tries to make easy marks of the bookstores would realize on reading such a booklet why their requests were impractical and unprofitable.

Chicago Book News

Milton Fairman
of the Chicago Evening Post

A ROMANTIC chapter in Chicago's business history was written recently when Reuben H. Donnelley, the publisher, paid back nearly \$700,000 to his creditors altho the bankruptcy court had cleared him of any legal obligation more than twenty-two years ago.

Mr. Donnelley is president of the Reuben H. Donnelley corporation and vice-president of R. R. Donnelley & Sons, both publishing houses. On June 27, 1905, the brokerage firm of Knight, Donnelley & Co., of which Mr. Donnelley was a member, failed with a huge loss to its three hundred creditors. When the bankruptcy proceedings against the house were heard, the court ordered a settlement on the basis of 27 cents on the dollar.

Now Mr. Donnelley has settled his moral obligations with accrued interest since 1905. It is one of the largest cases of its kind in Chicago financial history.

"There is nothing sentimental about this," Mr. Donnelley said. "It's purely business. It has taken me more than twenty-two years to complete this, but release has now been taken on all accounts."

ALEXANDER GREENE, the bookseller, with his shop in the Fine Arts building, has turned publisher and has announced as his first publication "Recollections of Rupert Brooke," by Maurice Browne. The book has received kindly reviews from Chicago critics. The author is well known thru his work with the Chicago Little Theater. It is a limited edition of 500 copies with typography designed by Douglas McMurtrie.

BILLY McGEE, former publisher, has accepted a position as traveler with the Syndicate Trading Company. Mr. McGee will travel the eastern and central portions of the country. At the same time he will retain his connections with the Post Office News Company.

AL FARB, a professional bondsman with literary leanings, the other day bought a copy of the "Cyclopedia of Useful Information." He purchased it at a police auction sale for 75 cents. When he opened the book at home he found the inside of the book had been cut away and a pint of red corn whiskey nestled neatly among the pages. "It was anything but dry reading," was Farb's comment.

DR. James H. Breasted of the University of Chicago, noted Egyptologist and author of many historical works, has been elected president of the American Historical Association to succeed Dr. Henry Osborn Taylor of New York.

A. KROCH'S imprint appears on the "Chronicles of a Contented Man" which was recently published. Altho this is Mr. Kroch's first publication since he moved to his new Michigan Avenue store, several other books have been put out by him recently. The author of the "chronicles" is O. J. Laylander of Ginn & Company.

THE \$50,000 suit against Bert Collyer's publishing company filed by Sam Bohne and Pat Duncan, baseball players, will be heard in Chicago Federal Court within the next few weeks, attorneys recently said.

The athletes seek damages for libel because of a statement alleged to have been published by Collyer's charging that the men were gamblers and induced other baseball players to "throw" championship games.

VIRGINIA STOLL is the new manager of the Vera Valentine Book Shop, room 974, Illinois Merchants' Bank building. The store carries current and standard works and in addition has a circulating library.

American Library Association Holds Mid-Winter Meeting

AT its annual mid-winter meeting held Dec. 28-30 at the Drake hotel, Chicago, the executive board of the American Library Association selected West Baden, Indiana, for the next annual conference of the organization, and May 28th to June 2nd tentatively as the dates.

After the reading of an invitation from officers of the Southwestern Library Association, it was recommended that all committee meetings scheduled for April be held in conjunction with the meeting of southern librarians. That organization meets in Baton Rouge, La., April 12-14.

The executive board approved the proposed plan continuing the Paris library school under auspices other than those of the library association after the five year demonstration period has ended. The plan, full details of which will be announced later, was drawn up for approval by the director and faculty of the school.

The organization of a new section, the Business Libraries' section of the A. L. A., was approved by the executive body, altho several members of the council opposed it.

American representation on an international library and bibliographical committee, as outlined at the Edinburgh conference was also approved, and members of the executive board empowered to select the American representatives on the committee.

Samuel H. Ranck, chairman of the committee on library revenues, reported that there has been since 1923 an increase of 11.6 per cent in the per capita income for libraries. The increase per capita for public schools has only been 8.93 per cent. The percentage of public revenue expended on libraries remains as in 1923—1.3 per cent.

An important suggestion was that of Frank K. Walter who recommended a selection of government publications be printed on rag paper stock to insure their permanent preservation.

Close cooperation with the American Foundation for the Blind was recommended in the brailing of books. The committee on library work with the blind was authorized to solicit funds for the purpose of aiding the work.

Approval was given a suggestion to invite representative Mexican librarians to attend the next library conference in the United States.

Among the prominent librarians at the meeting was George Locke, head of the Toronto Free Library. Dr. Locke reiterated his denial that he was responsible for the Reading with a Purpose series which, it was charged, was aiding in spreading British propaganda in America.

Library Flood Relief

For the replacement of books destroyed by the Mississippi River flood last spring and the more recent floods in Vermont, grants of \$233,500 have been made thru the A. L. A. from emergency funds set aside by the Carnegie Corporation for library relief.

In Vermont \$8,200 goes to the Vermont Free Public Library Department for part cost of replacing its collection, \$6,000 to the Kellogg-Hubbard Library of Montpelier, \$3,000 to Waterbury Public Library and \$1,500 to Johnson Public Library. In the Mississippi area, \$2,000 to State Superintendent of Education (for school libraries); \$700 to Arkansas Free Library Service Bureau (for books for the use of school and public libraries); \$600 to Missouri Library Commission (for school libraries); \$500 to Richland Parish Library, Louisiana; \$500 to Greenville Public Library, Mississippi; \$500 to Yazoo City Library Association, Mississippi.

The Vermont Free Public Library Department, with offices in the State Office Building at Montpelier, suffered a complete loss of all books, pictures and equip-

ment except for the books and pictures which were in circulation thruout the state. 17,000 books and more than 10,000 mounted pictures were destroyed, together with all catalogs and other records. The Kellogg-Hubbard Library in Montpelier had water standing up to a height of about five and one-half feet in the reading room and stack room. Three-fourths of the books were under muddy water. Nearly 10,000 books were lost beyond repair. Similar losses on a smaller scale were suffered by other public and school libraries in Vermont and in the Mississippi River valley, to which grants of funds are now being made.

Adult Education

AT the Midwinter Meeting of the A. L. A. Board on the Library and Adult Education plans were completed for two publications which promise to be of more than ordinary interest. These are: a study of readable books and a booklet on how to read and study.

The investigation of readable books is expected to be advanced to such an extent that a comprehensive and annotated list, accompanied by appropriate text, will be available to librarians generally early in the summer. The preliminary report in this field, which was prepared by a sub-committee of the Board, under the leadership of L. J. Bailey, director of the Indiana State Library Department, is being revised and extended by a new committee directed by Mr. Bailey. It is expected that the revised edition will be available for a wider distribution than it was possible to make of the first.

Printing for Commerce

AN exhibit of commercial printing more brilliant and interesting than any previous show has been opened at the Art Center at 65 East 56th Street, New York, by the American Institute of Graphic Arts. As in previous years, these arrangements have been in charge of Frank Fleming of Rogers & Company. Forty-seven boards with more than double the number of pieces are displayed with black background, careful descriptive labels and with

complete details as needed by the observer. The exhibit was opened by a general meeting of the Institute, with an address from Laurance B. Siegfried, associate editor of *Advertising and Selling*. Mr. Siegfried emphasized the influence of modern art on advertising and printing in a far more confident and effective use of color. The examples of such designers as Jaquish, Jensen, Cleland, the Rosas, Teague, Ruzicka and Dwiggins were in evidence, with typography and presswork from Updike, Kittredge, Rudge, Marchbanks, Taylor, Rollins, Nash, Adler, Wood and others. Those in the book field who design catalogs or jackets will find in this exhibit a very unusual opportunity for study. After three weeks in the Art Center, the exhibit will go on the road from city to city.

Macmillan's New England Branch

THE Macmillan Company has added to its branches in five important cities a new sixth branch by purchasing the valuable corner at Newbury and Fairfield Streets, Boston, for New England headquarters. In the short time since the occupation of the headquarters building on Fifth Avenue, the firm has found time to provide permanent buildings for the branches in Chicago, Atlanta, and Dallas, desirable leased quarters in San Francisco, and now Boston.

The New England building will have a frontage of 67 feet on Newbury Street and 90 feet on Fairfield Street, with three stories and basement. The first floor will be occupied by offices and shipping. Stock will be carried in the basement and on the second floor, and the third floor will be leased. All modern conveniences have been provided for the adequate and prompt handling of business. This is the first building that has been erected in Boston by a publishing house whose home offices are elsewhere. A branch office for the firm's schoolbook business has been for some years at 30 Huntington Avenue, but all departments of the business will be represented at the new headquarters, in charge of Francis J. Flagg.

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*
25 East 10th Street, New York City

HARK ye! Booksellers, hark ye! We are not selling a cure-all, a gold brick, nor oil stock. In fact we are really not selling anything. Thru the efforts of a number of booksellers a central office has been established and that office is intended to devise and carry out plans for the benefit of booksellers. The rent, light, heat, and salaries of this organization are paid by booksellers, and the work is done under the supervision of bookseller members of an executive committee, nominated and elected by booksellers. There is nothing up our sleeve, and no rabbits are to be pulled out of hats. If there were we could understand the apparent reluctance on the part of some booksellers to join the Association.

Now, "eight hundred booksellers can't be wrong" and our roster contains more than that number of names. Nor can the slightly smaller number who use the Clearing House, the Orders Clearing House, the dodger and mat services, or who just make use of the office when they want something done. To list the many reasons for every member of the trade joining the Association would require too much space, but here are some of them:

1. There will be found in every trade a certain few who will resort to unfair methods to get more business than their competitors. With a wide-awake executive committee and Board of Trade, such trade disturbances are reduced to a minimum. The executive office is constantly working to bring about a more placid condition.

2. Booksellers have to spend too much for carriage charges. The Clearing House service not only reduces these costs but our experience now makes us capable to give advice on all problems of transportation.

The following are two of the many letters that have been received from the users of this service:

Exhibit (a) "I wish to take this opportunity to say to you that we are more than satisfied with the service the Clearing House has been giving us. We also find there is a considerable saving in cost of transportation. Formerly the average cost per book for transportation amounted to about 6c and we find that shipments going thru the Clearing House cost us about 3c per book, we also find there is *less delay* in orders coming thru and *considerable saving in labor* at this end checking and unpacking a lot of small bundles coming together in one shipment."—Wagenvoord & Co., Lansing, Michigan.

Exhibit (b) "Thank you very much for your kind letter of the 24th, with regard to different methods of fast parcel shipping for Kansas City. It is in just such ways as this that the Clearing House is proving a boon to the out-of-town bookseller. It is, of course, impossible for us to know from this end that the necessity of delivering to the fast freight houses in the morning naturally retards the shipment by a whole day, and also that the necessity of your making delivery to terminals adds a 40c charge. Your advice, therefore, is a great help." Doubleday, Doran Bookshop, Kansas City, Missouri.

3. Advertising has its difficulties but is necessary in order to increase business. It is costly and ineffective unless well laid out and illustrated. The A. B. A. dodger and mat service was instituted to aid the bookseller in preparing business producing copy. It is available to members only.

Of course, these are only three of many reasons why every bookman and woman should be an A. B. A. member. Further information on any of our services may be had at any time. Why not write in and get it?

Obituary Note



WALTER S. LEWIS

WALTER S. LEWIS, head of Harper & Brothers' religious book department and well-known thruout the booktrade, died of heart disease on February 6th after alighting from a Hudson and Manhattan tube train at the Park Place Station, Newark. Mr. Lewis was born in Ohio. His first work was that of a printer's devil on a country newspaper. Soon after his family moved to Cleveland, where he worked as an errand boy, and at 18 did his first sales work for the Ryder Art Store. His connection with the booktrade began in 1892, when he entered the employ of a Cleveland firm, the Taylor-Austin Co. In 1900 he went to Philadelphia to become manager of the book department of Strawbridge & Clothier. He remained there for sixteen years, after which he became manager of the Presbyterian Board of Publication's book department. Only last year he was selected to head the newly-formed religious book department at Harper's. Mr. Lewis was well-known thruout the booktrade, for his work with his various concerns, as an organizer of religious book movements, and for his connection with the American Booksellers' Association, of which he was secretary from 1911 to 1914 and which he has since served as first vice-

president. He was one of the first members to be elected to the Honorary Fellowship, early in its organization, in 1922. In addition he was largely responsible for bringing the department store group into the Association. He is survived by two sons, Frank A. Lewis, of the John C. Winston Company, and Clarence, known as Duffy Lewis, an insurance man.

Communications

SINCLAIR DID NOT WITHDRAW

Albert & Charles Boni, Inc.
66 Fifth Avenue, New York

Feb. 2, 1928.

Editor, *Publishers' Weekly*:

Just what is there about Upton Sinclair that makes otherwise accurate reporters report his doings so inaccurately? In your straightforward statement of the Censorship situation in Massachusetts you write:—"In the case against Upton Sinclair's 'Oil,' a clerk in a local store was brought into court and fined. Upton Sinclair first announced that he would be willing to take the prosecution onto his own shoulders, but, faced with this opportunity in court, he withdrew his proposal."

Upon Sinclair never withdrew his proposal. He went into court and stated to the judge sitting on Gritz's case, that if anyone was guilty certainly it was not Mr. Gritz who did not know the contents of the book when he sold it—but the author who wrote it and was responsible for its being on sale. The judge agreed with Mr. Sinclair and informed him that if he would sell a copy of the book to the police, the case against Mr. Gritz would be suspended and a test case made against Upton Sinclair. Mr. Sinclair promptly made the necessary arrangements with the Chief of Police, and sold him a copy. Another judge was sitting when the police asked for a warrant against Upton Sinclair. This judge refused to issue the warrant stating there was another test case pending and that it was unnecessary to have two test cases. I have since tried to find out from lawyers on what theory of law the judge proceeded, but they have been unable to find any precedent for the judge's action.

Many people disagree with Upton Sinclair's theories of social reform and with the methods of propaganda which he employs. Certainly this is no reason for the organ of the booksellers' and publishers' to refuse to accord him as an author, whatever praise he is entitled for his courage in assuming full responsibility for his writings. No other American author to my knowledge, with the exception of H. L. Mencken, has done anything comparable to protect the bookseller.

Very truly yours,
CHARLES BONI, JR.

BEWARE THE SNEAK THIEF

363 West 51st Street
New York

Editor, *Publishers' Weekly*:

There is a very clever sneak thief going around the small stores and offering bad checks in payment of merchandise. He generally selects his victims by a small purchase of say \$3.00 and offers a check, say \$5.00, getting the balance in cash. Please insert this as a warning to your readers.

PHILIP H. FURMAN.

FREE APPRAISALS?

New York City.

Editor, *Publishers' Weekly*:

I trust the rest of the Rare Book Trade feel as the writer does regarding the many people who come in and try to have one book or more appraised, without payment for the work involved. Supposing it is a valuable book, if you make them an offer for it they try to use that as a means of going around to some other store to get fifty cents more.

Vice-versa, some other store offers a reasonable price and they come around to you for an appraisal, which in some cases takes a long time to make, looking up the data, etc., if it's done thoroly, and then they simply hold your appraisal over the man who made the offer.

We now have adopted the following course:

No. 1.—If the customer has a valueless book, and we know it to be so without question, we say so as gently as can be, and the matter ends.

No. 2.—If the book looks interesting, we ask them if they want to sell it, or if they are appraising it for insurance purposes, etc.

No. 3.—If the latter, we say that appraisal charges are 5% of the appraised value, up to \$1,000. Minimum appraisal charge, \$2.

No. 4.—If it is a library to be appraised, of course, we make an estimate in advance of the cost of the work, etc.

We are refusing to appraise books without being paid for the work. It is neither fair to us, nor to the rest of the trade.

E. P. DUTTON Co.

WELD, INC., IN ST. LOUIS JOINTLY OWNED

Weld, Inc., 1104 Locust Street,
St. Louis, Jan. 13, 1928.

Editor, *Publishers' Weekly*:

To correct a false impression given by Thomas W. Parry, Jr., in his article "Weld, Inc. Bookshop, St. Louis" in stating that William G. Weld owned and operated the shop incorporated as Weld, Inc., I wish to state that the shop is owned and operated jointly by Mr. Weld and Esther Doty Cable, who for the past seven years has been with the local shop of Doubleday, Page. She is a graduate of the University of Illinois with the degrees of A. B. and B. L. S. and was Assistant Librarian at the Eastern Illinois State Teachers College, Charleston, for a number of years. Mrs. Cable will do most of the buying for the new shop.

Truly yours,

WILLIAM G. WELD.

Periodical Note

HOWARD MUMFORD JONES has assumed the editorship of *The Literary Lantern*, the weekly column of book notes in leading southern newspapers. Correspondence should be addressed to Mr. Jones or to *The Literary Lantern* at Chapel Hill, N. C. The *Literary Lantern* was started by Addison Hibbard and has lately been written by Raymond Adams. It has a circulation of over 500,000.

Changes in Price

THE VIKING PRESS, INC.

"The Chronicles of Clovis" and "The Unbearable Bassington," both by "Saki" (H. H. Munro) now retail at \$1.75 instead of \$1.50. Increase was effective January 1st.

PRESBYTERIAN BOARD OF CHRISTIAN EDUCATION

"The Gospel of Mark," by Charles R. Erdman, D.D. Increase to \$1.00 to make uniformity of price thruout series.

"The Gospel of John," by Charles R. Erdman, D.D. Increase to \$1.00 to make uniformity of price thruout series.

HARPER AND BROTHERS

The price of "The Eternal Spirit in the Daily Round," by F. C. Doan, is to be \$1.50 instead of \$2.00 as previously announced.

BARSE & HOPKINS

| Title | Old List Price | New List Price |
|---|----------------|----------------|
| "Welcome Barbara" | \$1.25 | \$1.00 |
| "Hat May" | 1.25 | 1.00 |
| "Fairy Tales from Grimm" | 2.00 | 1.50 |
| "Child's Garden of Verses (illustrated edition) | 1.25 | 1.00 |
| "The Traveling Bears" | 1.25 | 1.00 |
| "Black Beauty" | 1.25 | 1.00 |
| "Peter Pan" (cloth) | .60 | .50 |
| "Etiquette for Everybody" | 1.25 | 1.00 |
| "Etiquette of Letter Writing" | 1.25 | 1.00 |
| "Interior Decorating" | 1.25 | 1.00 |
| "Linda Lane Series" | .85 | .75 |
| "Corner House Girls Series" | .85 | .75 |
| "Polly Series" | .85 | .75 |
| "Elizabeth Ann Series" | .85 | .75 |
| "Chicken Little Jane Series" | .85 | .75 |
| "Bobby Blake Series" | .85 | .75 |
| "Boy Scout Life Series" | .85 | .50 |
| "Kneetime Animal Series" | .60 | .50 |
| "Mary Jane Series" | .60 | .50 |
| "The 'Twins' Series" | .60 | .50 |
| "Yank Brown Series" | .60 | .50 |
| "Big-League Series" | .60 | .50 |
| "Sunny Boy Series" | .60 | .50 |
| "College Life Series" | .60 | .50 |
| "Tomlinson Series" | .60 | .50 |
| "The Two Little Fellows Series" | .60 | .50 |
| "Joyce Payton Series" | .60 | .50 |
| "Aviation Series" | .60 | .50 |
| "Camp Fire Boys Series" | .60 | .50 |
| "Pleasant Hour Series" | .60 | .50 |

J. B. LIPPINCOTT CO.

"Our Own United States," by Walter Lefferts. School Edition. Decreased in price from \$1.20 to \$1.00.

"Our Neighbors North and South," by Walter Lefferts. School Edition. Decreased in price from \$1.20 to \$1.00.

"Our Neighbors in South America," by Walter Lefferts. School Edition. Decreased in price from \$1.20 to \$1.00.

Personal Notes

L. H. TITTERTON has been appointed manager of the Southern Trade Department of the Macmillan Company in Atlanta, calling on dealers from Florida to Tennessee. The staff at this office is increased by adding Lois Dwight Cole, who becomes office manager for this Trade Department. The amount of stock carried in the trade lines at this point has been increased.

LOUIS M. LEVY is now the Eastern representative of M. A. Donahue & Co., with offices at 200 Fifth Avenue, New York. His name is listed among the travelers of the Donahue house, but thru oversight was not included in the general list of travelers in the *Publishers' Weekly* of February 4th.

PETER STAM, JR., formerly in charge of the book department of *The Sunday School Times*, has joined the staff of the Religious Press Association, advertising representatives of the *Sunday School Times* and other religious periodicals, at the same address.

H. R. BRABROOK, General Manager of the Religious Tract Society, London, expects to be in New York—at Hotel Pennsylvania—from 22nd to 29th February.

To commemorate the ter-centenary of John Bunyan the Society has just issued 100,000 copies of a sixpenny "Pilgrim's Progress" illustrated in color.

Business Notes

LAKEWOOD, OHIO.—Bernice Pyke's Book Shop has moved from 15709 Detroit Avenue to 14824 Detroit Avenue.

NEW YORK CITY.—The Cherry Lane Tea Shoppe at 42 Commerce Street, under the management of Mrs. Edith W. Nicholson, has added a circulating library.

NEW YORK CITY.—The Children's Book and Play Service, Inc., 54 West 74th Street (Mrs. Philip Gross) carries specially recommended children's books.

NEW YORK CITY.—Barbara Le Wald has opened a circulating library at 16 East 52nd Street.

NEW YORK CITY.—The Saalfeld Publishing Company is moving its office from 373 Fourth Avenue to Room 869 of the Fifth Avenue Building, 200 Fifth Avenue, where E. Bergman and Ben Spero will be glad to welcome the trade.

NEW YORK CITY.—The Boston Common Book Service, formerly, as its name suggests, a Boston institution, has moved both name and service to New York and is located at 25 West Tenth Street. Its

proprietors are Katrine Collins and Mary Jarrett. The business is a shopping service for book lovers and not a lending library.

NEW YORK CITY.—The Studio Book Shop opened its doors to browsers and buyers of new, rare, fine and old books on February 4, at 20 West 15th Street.

NEW YORK CITY.—Thomas M. Salisbury has moved from 87 Fourth Avenue to 78 East Tenth Street.

PHILADELPHIA, PA.—The American Baptist Publication Society, 1701-1703 Chestnut Street, announce the resignation of John W. Clinger, advertising manager, and the appointment of Thomas J. Stratton to the position.

WASHINGTON, D. C.—The Fiction Lover's Library, J. J. Steuer, has moved from 1405 I Street, N.W., to 1448 Park Road, N.W.

WASHINGTON, D. C.—Eleanor Mills has opened a circulating library in the Hotel Grafton.

YOUNGSTOWN, OHIO.—T. D. Wither-
spoon is proprietor of "The Philosopher's Center," 212 Mahoning Bank Building.

Prints for Canada Must Be Permanently Marked

PRINTED and lithographed matter of all kinds, intended for export into Canada, must be permanently marked to indicate point of origin after April 1, 1928.

So states a customs regulation of the Customs Division of the Canadian Department of National Revenue. Thereafter neither blind embosses nor diestamped indications of the country of origin will be acceptable. The regulations require that imported printed or lithographed matter of all kinds (as well as wooden and fibre lead pencils and building brick) must have "Printed in the U.S.A." or "Made in U.S.A." upon them, and such marking must be as nearly indelible and permanent as the nature of the goods will permit. Watermarks will not do, nor will uninked impressions be satisfactory; if its printed in the United States it must say so in print!

Payson and Clarke's Travelers

IN compiling the index of publishers' travelers for the February 4th issue of the *Publishers' Weekly* Payson & Clarke's list was inadvertently omitted. In its first year of activity this firm has made an admirable mark for itself and it is unfortunate that the names of its travelers were not entered with those of other publishing houses. The list is as follows:

Howard Potter (Northern and Eastern cities)

F. B. Russey (South and Southwest)

Edward F. Allen (Pacific Coast)

Thomas C. Lothian Co. (Australia)

Irwin & Gordon, Ltd. (Canada)

Norton Adds Scandinavian Classics

ANNOUNCEMENT has just been made by the American-Scandinavian Foundation that in the future W. W. Norton & Company, Inc., will act as publishers and distributors for them. Two books will be published under this arrangement in the spring: "Norway's Best Stories"—An Introduction to Modern Norwegian Fiction, and "Sweden's Best Stories"—An Introduction to Modern Swedish Fiction. A similar volume in Danish fiction will follow in the autumn. These books, which include in their contents critical introductions and biographical material on the authors represented, are edited so as to form a substantial approach to present-day writing in Scandinavia. The editorial decisions are made by the Foundation's Publication Committee of which W. W. Laurence, Professor of English, Columbia, is chairman. Among the other members are Hanna A. Larsen, Editor of the *American-Scandinavian Review*, Henry Goddard Leach, Editor of the *Forum*, and James Creese, Secretary of the Foundation.

*Next Week's Issue
Will Be
The Religious Number*

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Ainsworth, William Harrison

The admirable Crichton. 414p. S (Everyman's lib. no. 804) [n. d.] N. Y., Dutton 80c.; lea. \$1

Alden, Raymond Macdonald, ed.

Essays, English and American; rev. by Robert M. Smith. 563p. S (Lakeside lib. ed.) [c. '18, '27] Chic., Scott, Foresman \$1

Andress, James Mace and Bragg, Mabel C.

The sunshine school. 194p. il. (col.) D (Story ser. in health) [c. '28] Bost., Ginn 72c.

Arden, Mary

Luck and other stories. 255p. D '28 N. Y., John Day \$2
A new English author depicts moods thru the medium of the short story.

Athenaeus

The Deipnosophists; with an English translation by Charles Burton Gulick; v. 1. 505p. bibl. footnotes) S (Loeb classical lib.) '27 N. Y., Putnam \$2.50

Bailey, Carolyn Sherwin

When grandfather was a boy. 174p. il. D [c. '28] Bost., Ginn 72c.
Stories that a little boy's grandfather told him.

Bailey, Henry Christopher

Mr. Fortune, please. 238p. D [c. '28] N. Y., Dutton \$2
More detective stories in which the quick-witted and amusing Mr. Fortune solves the mysteries.

Baker, Margaret and Baker, Mary

The pixies and the silver crown. no p. il.

sq. O '27 c. N. Y., Duffield

\$2

The adventures of a girl and boy at the Fair and with the pixies they met on the common.

Barbour, Ralph Henry [Richard Stillman Powell, pseud.]

Adventures of Tom Marvel. 162p. il. D '28 c. '19, '28 N. Y., Appleton \$1.50

About three youthful runaways, who have many adventures on their travels in a peddler's wagon.

Bazin, René François Nicolas Marie

Les Oberlé; ed. by I. H. B. Spiers and Mary C. Burchinal [new ed.] 245p. front. S (Heath's modern lang. ser.) [c. '15, '27] N. Y., Heath 88c.

Beibitz, Joseph Hugh

Rationalism and orthodoxy of today; an essay in Christian philosophy. 190p. D '27 Milwaukee, Morehouse Pub. Co. \$2

Bellah, James Warner

Gods of yesterday. 258p. D '28, c. '26-'28, N. Y., Appleton \$2
Stories of aviators and life at the front.

Benson, Edward Frederic

Lucia in London. 273p. D '28, c. '27 Garden City, N. Y., Doubleday, Doran \$2.50
Lucia, who had queened it, in the village of Riseholme, falls heir to a London house, and moves into it determined to conquer Society.

Blackwood, Andrew W.

Bible history: Genesis to Esther. 183p. D [c. '28] N. Y., Revell \$1
Popular studies in Old Testament history.

American law reports annotated; v. 51. 1608p. '27 San Francisco, Bancroft-Whitney Co. buck. \$7.50

Armstrong, Fred O.

How to make and fly a model aeroplane. 14p. diags. D c. '27 Elizabeth, N. J., Practical Arts Pub. Co., 44 Vista Ave. pap. 15c.

Barbee, Lindsey

How the race was won; a two-act play for the upper grammar grades. 34p. diagr. S (Denison's juvenile plays) [c. '27] Chic., T. S. Denison pap. 25c.

Barker, E. Frye

Barker genealogy. 577p. il. (col.) O '27 N. Y., Author, 15 W. 107th St. \$25, bxd.

Brabbée, C. W.

Heating and ventilation; a handbook for architects and engineers. 352p. il., diags. O '27 N. Y., McGraw-Hill \$4.50

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Putnam \$2.50

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25 c.

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and enl. by C. W. Shepperson. 256p. front. (por.)

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Dio's Roman history; with an English translation by Earnest Cary; v. 9. 576p. (bibl. footnotes) S (Loeb classical lib.) '27 N. Y., Putnam \$2.50

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Simple talks on the Holy Spirit. 182p. D [c. '27] N. Y., Revell \$1.50

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posts for junior high school years, bk. 1)
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The author is professor of psychology in Barnard
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The story-a-day book. 152p. il. D '27 N. Y.,
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Contemporary American literature; a study of
fourteen outstanding American writers; rev. ed.
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'25, '27 Chapel Hill, N. C., Univ. of N. C. Press
pap. 50 c.

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How to make a cat boat. 12p. diagrs. D c. '27
Elizabeth, N. J., Practical Arts Pub. Co., 44 Vista
Ave. pap. 15 c.

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Hopkins' new annotated federal penal code. 1370p. '27 Cin., W. H. Anderson Co. \$12

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The treatise Ta 'anit of the Babylonian Talmud. 290p. S (Schiff library of Jewish classics) c. Phil., Jewish Pub'n Soc. of Amer. flex. cl. \$2.50

Maupassant, Henri René Albert Guy de

Yvette; tr. by Marjorie Laurie. 244p. O (Works of Guy de Maupassant) [n. d.] N. Y., Brentano's bds. \$2.50 bxd.

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(Oxford standard authors) '27 N. Y., Oxford \$1.50 ea.

Morris, J. E.

Black's guide to Belgium and Luxembourg. 271p. S (Black's guide b'ks.) '27 N. Y., Macmillan \$3.25

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The facetiae of Poggio, and other medieval story-tellers; tr. by Edward Storer. 182p. D (B'way translations) [n. d.] N. Y., Dutton bds. \$3

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English miracle plays, moralities and interludes; 8th ed., rev. 322p. il. D '27 N. Y., Oxford \$2.85

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Monroe, Walter S. and Asher, Ollie

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Mortimer, Lillian

He's my pal; a comedy-drama in three acts. 109p. diagr. S (Denison's select plays) [c. '27] Chic., T. S. Denison pap. 35 c.

Munsell, Jesse Guy

The divine program for a glorified humanity. 158p. S [c. '27] Lincoln, Neb., Munsell's College of Natural Law, Peterson Bldg. fab. \$1.25

Neal, Elma A. and Storm, Ollie Perry.

Teachers' manual to Open Door first reader. 114p. D '27 N. Y., Macmillan 60 c.

Noffsinger, J. S.

Home study blue book [directory of correspondence courses]. 21p. O '28 Wash., D. C., Nat'l

Home Study Council, 839 17th St., N. W.

Partrick, Charles D. and Armstrong, Fred O. pap. apply

How to make an electric motor. 12p. diags. D c. '27 Elizabeth, N. J., Practical Arts Pub. Co., 44 Vista Ave. pap. 15 c.

Partridge, William

Dictionary of bacteriological equivalents. 141p. (bibl.) D '27 Balt., Williams & Wilkins \$4

Phillips, Frank M.

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Rankin, E. R., comp.

The McNary-Haugen farm surplus bill; debate handb'k. 109p. (5p. bibl.) O (Extension bull., v 7, no. 6) '27 Chapel Hill, N. C., Univ. of N. C. Press pap. 50 c.

Potter, Pitman Benjamin

An introduction to the study of international organization; 3rd ed. rev. and enl. 602p. (19p. bibl.) O (Century political science ser.) [c.'22,'28] N. Y., Century \$4

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Tales from Greek mythology. 318p. il. D c. Phil., Lippincott \$2.50
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Renan, Ernest, i.e. Joseph Ernest

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Ruggiero, Guido de

The history of European liberalism, tr. by R. G. Collingwood. 488p. O '27 N. Y., Oxford \$5.50

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The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

A FEW days ago a Massachusetts reporter, in search of copy, undertook to interview Cortlandt F. Bishop, president and owner of the American Art Association, Inc., at his country residence at Lenox, Mass., as to relationship between the American Art Association and the Anderson Galleries, which were reported in the Fall to have entered into a combination, or under a common management. Mr. Bishop referred his interviewer to Mr. Kennerley who declined to comment on any phase of the matter.

The New York press, failing to get any information from Mr. Kennerley, made things lively for Mr. Bishop over the telephone. The result was that the New York *Times* was able to say that "rumors which have been current for months that Cortlandt Field Bishop, president of the American Art Galleries, had bought the Anderson Galleries, were confirmed by Mr. Bishop by telephone from his home in Lenox, Mass. Mr. Bishop is thus in control of the two largest art and book auction establishments in the country, in which annually sales amounting to millions of dollars take place. Mr. Bishop refused to state the terms of the purchase." Other

newspapers besieged Mr. Bishop for information but, with slight differences, the reports are in substantial agreement.

Mr. Bishop was out of the United States when the report became current last November that both of these houses were under Mr. Bishop's control, and details were promised on his return home. The *Times* interview confirms what everybody believed to be true, and what was never denied, that Mr. Bishop had either secured control of the two auction houses, or that such control was only a matter of time. The auction business of the American Art Association and the Anderson Galleries of last year is reported to have been between eight and nine millions of dollars and increasing rapidly. At the present time each auction house is soliciting consignments, holding sales, and conducting its business thru its own organization as in years past, with perhaps a single change in the situation: ruinous competition has ceased. Consignors say that there is practically no difference in the rates of the two houses and the feverish competition for consignments has ceased. Undoubtedly the time will come when the two concerns will be combined. Mr. Bishop and Mr. Kenner-

ley are too practical to take hasty action, for there are many things to consider. In due time we shall know all about it, but that will not be until the many problems connected with the amalgamation have been worked out in the right way.

ARTHUR SWANN, formerly director of the book and print department of the American Art Association, has done what many of his friends hoped he would do when he left the auction business, and that is to embark on his own account. He has located in convenient and commodious quarters in the Bankers Trust Company

Building, Fifty-seventh Street and Madison Avenue. He will specialize in appraisal work, auction commissions, as buying agent for trade outside of New York, and will accumulate a choice stock of autographs, prints and rare books. He is bound to be useful to dealers who want quick and responsible action in emergencies, and to have a representative in New York to look after their interests. Mr. Swann's long experience, knowledge of values, and wide acquaintance among collectors and in the trade, give him unique qualifications for effective and responsible service. He is located at the very center of activity.

Early English Rarities

The Levy Collection, Comprising 194 Lots, Brings \$41,083

THE collectors of modern first editions (classed by a well-known bibliographer as books having had their "natal day within thirty-five or forty years") would have us believe that the "taste, fashion and tendency of the present day" has swung entirely in their direction; that black letter books and cradle books, the products of presses like the Aldus, Elzevir, and Plantin have been pushed to the rear; that no demand exists for them and that they are selling for the proverbial song; that old English literature and the books of the Restoration period have sagged for want of customers, and that in this city there are "possibly two dealers who have not surrendered their quest for the more ancient books."

The sale of Part I of the library of S. N. Levy, of this city, in a single short session at the Anderson Galleries on January 10, is an illuminating demonstration that worthwhile books of the seventeenth century are still in demand, that there are collectors and dealers enough interested in books of the period of Shakespeare, Marlowe and Spenser to make exciting times in the auction room, and to carry rarities to new high price levels.

The Levy collection of seventeenth century books was a small one of only 194 items and a fair-sized book case could

easily have held the entire lot. The books, mainly of the sixteenth and seventeenth centuries, like rarities of this early period, were frequently defective. There is no particular reason why this small collection should have attracted so much attention if there had not been a genuine interest in rare books of this period. The result speaks for itself. This small collection brought \$41,083.

The gem of the collection proved to be Painter's "Palace of Pleasure," 2 vols., thick small 4to, levant morocco by Rivière, London, 1566-1567, first editions of this black letter book. Let us examine the record and find how far this rarity has been pushed to the rear! This volume, like many that have come down to us from the sixteenth century, has its defects. In volume one the last two leaves are in facsimile, a few margins have been restored, and the leaf of colophon and errata are wanting. It is also possible that a small portion of the titlepage is in facsimile. This was known as the Borden-Wallace copy and brought \$1,375 in the Wallace sale on March 22, 1920. On January 10th Dr. Rosenbach paid \$8,400 for it. A black letter book that increases in market value more than six times in less than eight years is not sagging very heavily.

Another rarity, published a half century

later, Marlowe's "The Famous Tragedy of the Rich Jew of Malta," small 4to, levant morocco by Rivière, London, 1633, first edition but published after Marlowe's death, brought \$7,600, and this time Mr. Beyer was the purchaser. Dr. Rosenbach,

Mr. Beyer, Mr. Drake, Mr. Wells, Mr. Hackett, and others, who bought most of the collection, had plenty of competition, and most of it came from booksellers.

Other interesting lots and the prices realized were the following:

Bacon (Sir Francis). "The Two Bookes of Francis Bacon. Of the proficience and advancement of Learning, divine and human," small 4to, levant morocco by Rivière, London, 1605. First edition with slight rust marks. \$290.

Bacon. "The Essayes," small 8vo, vellum, in case, London, 1613. Sixth edition, with defects. \$475.

Beaumont (Francis). "Poems: The Hermaphrodite," small 4to, levant morocco, London, 1640. First edition. \$475.

Braithwaite (Richard). "The English Gentleman," small 4to, original vellum in case, London, 1630. First edition. \$360.

Browne (Sir Thomas). "Hydrioptaphia," etc., small 8vo, original calf, London, 1658. First edition. \$250.

Chapman (George). "Homer, Prince of Poets," etc., small folio, contemporary calf, London, 1610. The first seven books of this translation of the Iliad were published in 1598. The other five appear here for the first time. \$450.

Coryat (Thomas). "Coryats Crudities," thick small 4to, morocco, London, 1611. First editions, with defects repaired, \$385.

Erasmus. "The Praise of Folie," small 4to, levant morocco by Rivière, London, 1549. An accidental transposition of the X and L in the Colophon, made the date of publication 1569, which is incorrect. \$380.

Goldsmith (Oliver). "She Stoops to Conquer," 8vo, polished calf by Bedford, London, 1773. First issue of the first edition. \$410.

Greene (Robert). "Greenes Groatsworth of Witte," etc., small 4to, calf by Pratt, London, 1617. Fourth edition. \$700.

Jonson (Ben). "Ben: Jonson's Execration against Vulcan," etc., small 4to, levant morocco by Rivière, London, 1640. First edition. \$425.

Lavater (Lewis). "Of Ghostes and Spirites walking by nyght," etc., small 4to, old calf, London, 1572. First edition in black letter. \$925.

Marlowe (Christopher). "Lusts Dominion; or, the Lascivious Queen," small 12mo, original calf, London, 1657. First edition. \$1,450.

Milton (John). "Areopagitica," etc., small 4to, levant morocco by Rivière, London, 1644. First edition. \$740.

Mirror for Magistrates. The Second Parte of the "Mirrour for Magistrates," etc., small 4to, levant morocco by Rivière, London, 1578. Black letter. The first and only separate edition. \$400.

Scot (Reginald). "The Discoverie of witchcraft," etc., small 4to, contemporary sprinkled calf, London, 1584. First edition in black letter. \$185.

Sheridan (Richard Brinsley). "The School for Scandal," 8vo, levant morocco by Rivière, Dublin, 1778. First edition. \$550.

Smollett (Tobias). "The Expedition of Humphrey Clinker," 3 vols., 12mo, polished calf by Morrell, London, 1771. First edition. \$250.

Spenser (Edmund). "Complaints," etc., small 4to, levant morocco by Lewis, London, 1591. Earliest issue of the first edition. \$1,000.

Spenser. "Colin Clouts Come home againe," small 4to, levant morocco by Rivière, London, 1595. First edition. \$975.

Sterne (Laurence). "A Sentimental Journey through France and Italy," 2 vols., original calf, London, 1768. Rare large paper first edition. \$1,500.

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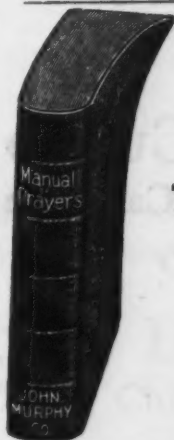
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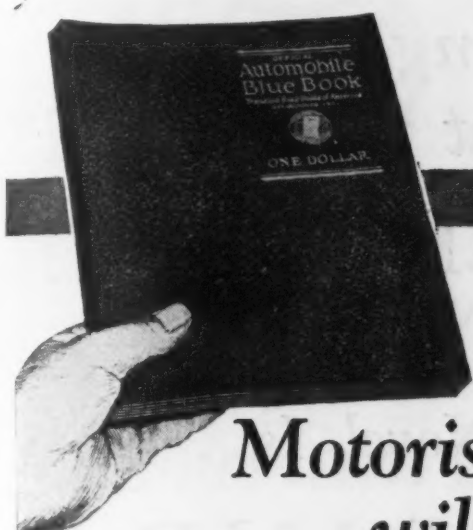
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